

Development Strategies

Based on these urban design goals, seven broad development strategies were established to enhance the commercial core's potential as a traditional downtown.

Strategy: Plan for Appropriate Growth.

Urban design goals include identifying development opportunities. Under current market conditions, opportunities exist in the near-term for downtown housing, retail, and service retail. Long-term potential exists for housing, retail/entertainment, office, and retail grocery use.

Sunnyvale's downtown is organized around a series of districts, each of which contain a particular mix of uses and densities. The new plan proposes growth appropriate to each district's potential, and proposes improvement of the pedestrian and vehicular connections between districts. Relative to the existing specific plan, the new plan proposes to maintain existing specific plan recommendations in some districts and change existing specific plan recommendations in other districts. Changes are proposed to adapt to current market opportunities or to define/strengthen a particular district's mix of uses.

Little or no change is proposed for the Murphy Avenue district (Block 2), portions of the Sunnyvale/Carroll district (Blocks 4, 5), the East of Sunnyvale district (Blocks 6, 7, 8), and the South of Iowa district (Blocks 9, 10, 11, 12). More substantial changes are proposed for the North of Washington district (Blocks 1, 1a), a portion of the Sunnyvale/Carroll district (Block 3), the Mathilda Avenue district (Blocks 13, 14, 15, 16, 17, 18a) and the Town Center Mall district (Block 18). See Chapter 5 for additional discussion.



Murphy Avenue should continue its renaissance north of Wahington Ave.



Strategy: Encourage Mixed-Use. Urban design goals include promoting opportunities in urban housing, retail, and office. The new plan proposes appropriate development of retail, entertainment, office, and housing uses throughout the downtown consistent with the character of each district.

Although market conditions as of March, 2002 suggest strength in the near term for housing and some service retail use, the plan recognizes the longer term importance of additional office, entertainment, and regional retail use on the downtown mix. Receiver sites for office are proposed along the eastern edge of Mathilda Avenue as a continuation of the Mozart office development that anchors Mathilda's northern boundary at Evelyn Avenue. Receiver sites for local independent businesses are proposed on both the northern and southern frontages of Washington Avenue between Aries Way and Town Center Lane, on the southern frontage of Washington between Murphy Avenue and Sunnyvale Avenue, and on the block bounded by Washington, Evelyn, Sunnyvale and Carroll (Block 3).



There is an immediate demand for housing in Sunnyvale.



Continued office development will occur.

Strategy: Improve and Build on Existing Assets.

Urban design goals include capitalizing on Murphy Avenue and improving Town Center Mall. Murphy is one of the downtown's most successful assets. The new plan proposes to extend Murphy south from Washington Avenue to the eastern entrance of Town Center Mall. New retail space is located on the east side of the Murphy extension on the ground floor of a newly planned public parking structure, strengthening the connection between Murphy and the mall. The new retail sites on Washington, extending from Mathilda Avenue eastward to Carroll Avenue, establish a strong retail presence and a potential "100% retail intersection" at Murphy and Washington. The plan further proposes a public plaza between Macy's eastern front and the Murphy extension as a destination for meeting friends, hosting public events, and enhancing and supporting the weekend farmer's market.

Town Center Mall is an important downtown asset because of its anchor department stores and its concentration of regional retail tenants. Built in the 1970's, the mall is ready for improvement in both its environmental quality and its tenant mix. In 1999, the mall received approval for a 287,000 sf expansion to provide additional regional retail space and a cinema. This expansion is chiefly located on an extension of McKinley Avenue between Mathilda and the mall's existing western frontage, displacing some of the existing public parking. Two new public parking structures located on the mall's eastern side provide the additional parking needed to support the planned expansion, although under this entitlement, parking mitigation is required for busy holiday weekends.

The proposed addition of a cinema and large-format retail tenants add assets currently missing from the downtown. However, since the existing mall environment is dated and

(Aerial rendering to be inserted)

Re-establishing connections to Town Center Mall will encourage movement through the entire downtown.



Strong street character mixed with shopping and entertainment make Murphy Avenue a place to remember.

needs improvement, the new plan proposes a major mall upgrade, significantly restructuring existing in-line tenant spaces and public spaces to improve the connection between the proposed Murphy extension with its emphasis on a local independent tenant mix and the proposed McKinley extension with its emphasis on a national tenant mix. In addition, the plan proposes capitalizing on the mall's existing unique feature, its outdoor garden, by opening some or all of the mall's public circulation spaces to the outdoors.

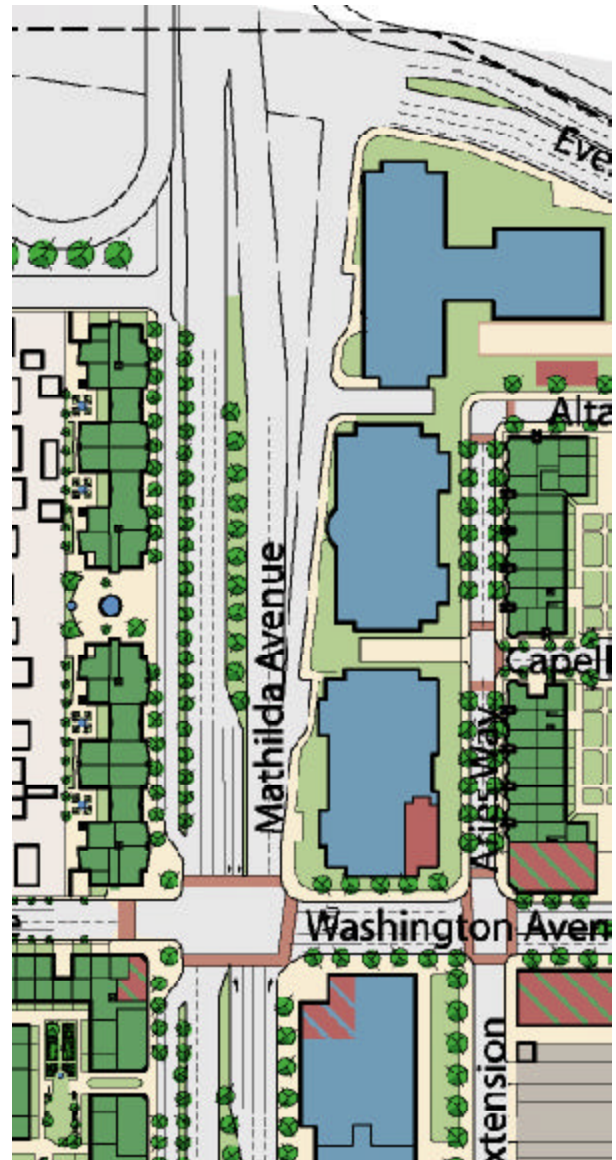


Strategy: Create a Sense of Arrival and Address. Mathilda Avenue and El Camino Real are important regional access routes into and out of the downtown. Mathilda in particular possesses the potential for functioning as Sunnyvale's "front door." Once on Mathilda, movement into other parts of the downtown is clear and direct. Evelyn, Washington, Iowa, and the newly proposed McKinley extension function as local arterials connecting vehicular and pedestrian traffic to important destinations such as Murphy, Town Center Mall, and public parking resources.

The new plan therefore proposes to turn Mathilda into a boulevard having a strong, architectural identity. This identity is created through density and building placement. The plan locates office use on the eastern side of Mathilda creating a well-defined street edge from Evelyn to Olive, interrupted at McKinley by Town Center Mall's proposed retail expansion. The plan locates residential use on the western side of Mathilda, again creating a well-defined street edge from Evelyn to Olive. In addition, Mathilda's western edge contains a "local lane," a single southbound vehicular lane separated from the southbound through lanes by means of a planted median and one lane of parallel parking. The local lane buffers the housing from vehicular bustle on Mathilda and establishes a sense of address for the proposed residential sites. Sidewalks on either side are wide, planted with shade trees, and provided with special lighting and street furniture to improve vehicular and pedestrian quality. District gateways announcing arrival into the downtown are proposed on Mathilda at the intersections at Washington and at El Camino Real.

Because of the need for maintaining fluid traffic movements on Mathilda, Sunnyvale Avenue is recognized as an important alternative for arrival within the downtown. The new plan proposes

streetscape improvements on Sunnyvale to improve the quality of the vehicular and pedestrian experience. In addition, a district gateway announcing arrival is proposed at the intersection of Sunnyvale and El Camino Real. To further reinforce Sunnyvale's importance, an additional district gateway is proposed at the intersection of Mathilda and Sunnyvale-Saratoga Road to announce the Sunnyvale alternative to northbound traffic.



Mathilda Avenue has potential to be Sunnyvale's front door.

Strategy: Improve connections between Districts. Sunnyvale's downtown is multi-dimensional. In addition to possessing a rich mix of uses with both local and regional influence, the downtown is comprised of several spread-out districts, unlike some linear downtowns that are organized around a single "main street" or a single "100% intersection." Connections between the districts are important. For example, the Murphy Avenue district is an important lunch location for downtown businesses located in other districts as well as for businesses located outside the downtown.

Several new connections are proposed. The new plan recommends extending Murphy Avenue one block to the south of Washington, and extending McKinley Avenue one block to the east of Mathilda to improve connections into and out of Town Center Mall. As previously stated, the new plan also recommends reorganizing the public spaces within the mall to strengthen the pedestrian connection between the Murphy and McKinley extensions.

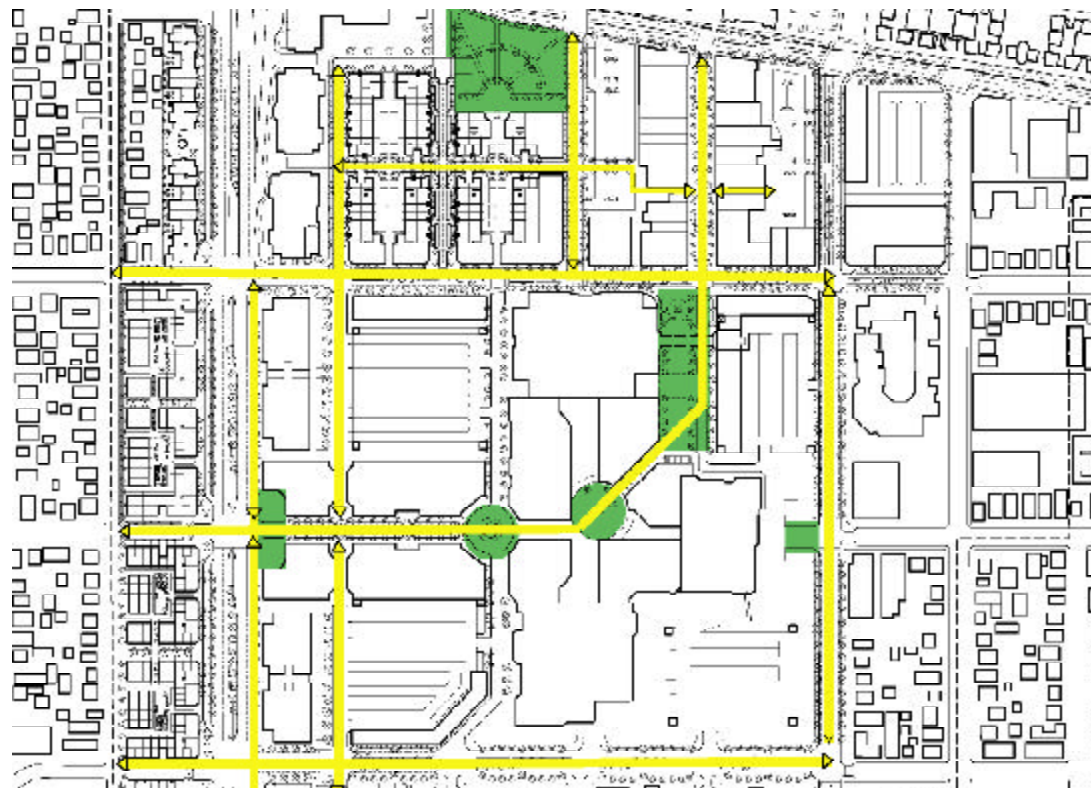
Another important connection north of Washington is recommended. The plan proposes high-density residential use and street-level retail use on the Town and Country Village site. The rights-of-way on Aries, Taaffe, Frances, Altair, and Capella are maintained, creating an intimately scaled grid of streets and pedestrian sidewalks that support the urban character of the residential developments. This intimately scaled grid also lets in light, creates open space, and establishes the scale and massing of the housing sites. Capella in particular is given importance as an important east-west pedestrian connector between the housing district and Murphy Avenue. The new plan proposes a pedestrian crossing across Frances at Capella, and a reorganization of the surface parking lot east of Frances to continue the pedestrian link through to Murphy.

The new plan proposes a third important connection, aligned with the Aries right-of-way and located between proposed office sites on Block 18a and the public parking structures west of Town Center Mall on Block 18. This north-south connection extends from Washington Avenue south to Iowa Avenue and accommodates service and parking access. This connection becomes pedestrian only at the McKinley extension where the mall expansion is proposed, improving pedestrian access from the parking structures to new mall retail on the McKinley extension.

(Aerial rendering to be inserted)

The new plaza will help connect Town Center Mall and Murphy Avenue.

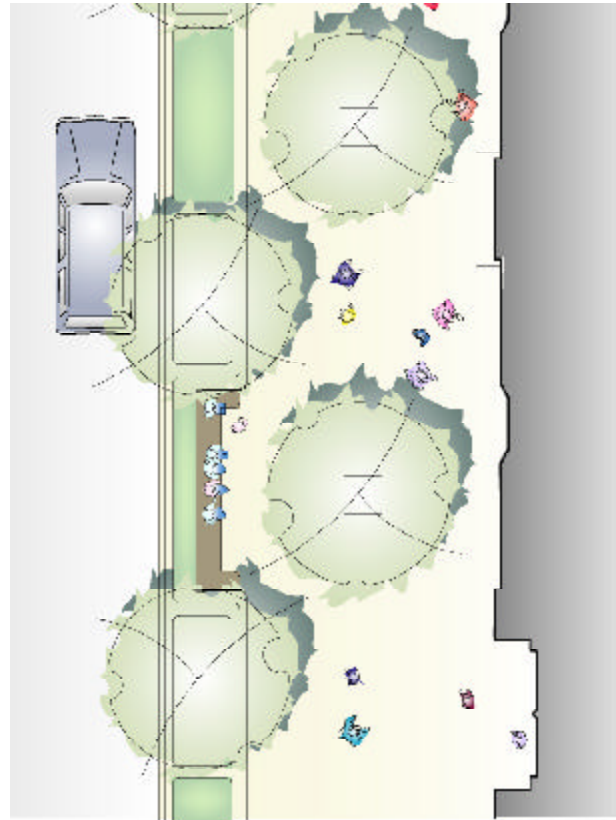




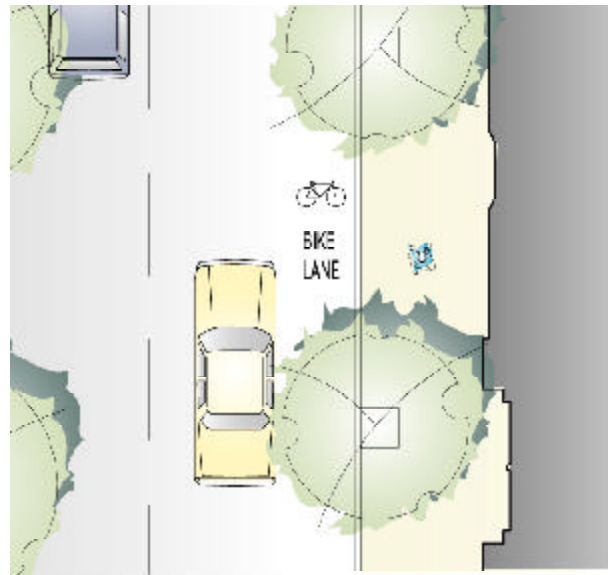
Establishing connections between districts and through the Mall will encourage movement throughout the entire downtown.

Strategy: Improve Street Character. Urban design goals include improving street character by creating a hierarchy of boulevards, avenues, and streets to strengthen and clarify connections within the downtown, and concentrating new development at sidewalk edges to make rights-of-way lively with active uses. The new plan proposes to maintain planted medians on Mathilda, and add new medians on Washington and Sunnyvale. The plan also proposes to reinforce the Mathilda street edge with new office and residential use to establish its identity as the downtown's front door, and the Washington street edge with new retail use to strengthen its position in the retail core.

In addition, the new plan proposes to improve street character by improving the pedestrian experience and making the downtown more walkable. Sidewalks throughout are widened, planted with street trees for shade, and buffered from busy boulevards with strips of landscaping at the curb edge. Pedestrian lighting and amenities such as benches and fountains located at gathering places are also proposed.



The Boulevard design for Mathilda Avenue illustrates large sidewalks that allow a double row of trees and generous landscaping.



The addition of two bike lanes on Sunnyvale Avenue increases bicycle accessibility to the downtown.

Strategy: Maintain Adequate Parking.

Sunnyvale's current resources provide adequate parking for downtown retail and entertainment uses. However, new development must provide additional parking. Generally, office and residential developments are required to provide their own parking on site, either on surface lots or in below-grade or above-grade structures. Additional retail and entertainment uses can utilize parking from the parking district but must share in the costs of existing or expanded parking district resources to the extent these resources are utilized. Where possible, opportunities for shared office and parking district parking have been identified. Shared parking results in fewer overall parking spaces and consolidated facilities.

Current district parking resources are primarily located in four, above-grade parking structures located on Block 18, two west of Town Center Mall (Structures A and B) and two east of Town Center Mall (Structures C and D). Structures A and B currently are two-level structures, built in the 1970's and in need of seismic upgrading. The new plan proposes to demolish these existing structures and build new, multi-level structures, designed to current seismic standards, to increase parking resources. Because of proximity to the proposed new office sites on Block 18a, these structures are sized to accommodate office parking in a shared parking arrangement. Structures C and D are both new and occupy surface parking space east of the mall. Construction of Structure D is complete. Structure C is located in the area east of Macy's with revisions proposed by the plan to accommodate retail space fronting Washington and the Murphy extension.

Additional parking resources are located in a new below-grade facility under the Evelyn Avenue plaza, on the street, and in surface parking lots east and west of Murphy, north of

Washington. Finally, evening and weekend resources are located in a new Caltrain parking structure on Evelyn, and in a portion of the Mozart office below-grade parking structure.

Block 3 has been identified as an important site for the future. In later stages of anticipated downtown development, additional structured parking will be required, particularly for the area north of Washington and east of Sunnyvale where a mid-sized grocery store and other local independent retail space is proposed. Structure E will provide the parking needed for this future retail as well as reinforce the surface lots that support businesses on Murphy.



Parking garages can be designed to blend in with the urban environment.